

Changing the  
Look of Innovation.

**TruSteel HD**<sup>®</sup>  
SDI  *You Can See The Difference.*

**SDI**  **Steel Dynamics**<sup>®</sup>  
Flat Roll Group





## Revolutionary Technology...Again.

- ▶ In 2003, Steel Dynamics revolutionized the pre-paint industry when we began painting our own steel coils in the same facility where they were melted and rolled. Today, we're leading the way once again with the development of the most advanced coil coating technology our industry has ever seen.

Introducing TruSteel HD® digital printing technology — high-resolution scans of real wood printed directly to the steel sheet using our proprietary large-format digital printer. The result is stunningly realistic, allowing our end users to entirely replace wooden exterior siding and more with this durable steel product... without sacrificing the appearance of real wood!





# TruSteel HD® Digital Printing Technology.

SDI now offers TruSteel HD®, a revolutionary high-definition digital printing process for steel coils. Using cutting-edge technology, TruSteel HD® makes it possible to achieve products never seen in the coil-coating industry.

## ▶ TruSteel HD® Advantages

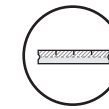
With TruSteel HD®, you can offer a revolutionary, value-added product that costs less than wood or cement board, and allows you to create market differentiation for your customers. And, that's just the beginning.



**Proprietary Process.** TruSteel HD® is produced on the first digital printing line for steel in North America. The entire process has been developed and perfected by Steel Dynamics.



**Unlimited Uses.** What TruSteel HD® can do is only limited by your creativity and imagination. High-definition printing offers your customers unique design capabilities, enabling the creation of easy-to-fabricate steel products for both exterior and interior applications.



**32 Feet.** The TruSteel HD® printing process provides significant advantages including a seamless repeat every 32 feet, compared to the traditional rotogravure process repeating every 32 inches or less.



**Made in America.** TruSteel HD® is melted, rolled, coated, and printed in SDI's home state of Indiana, USA.

## ▶ Custom Design Capabilities

Our in-house design center delivers quick, customization that inspires creativity — beating the competition every time.



**Experience.** SDI already offers a full line of pre-painted products, so we know how to control the entire process from melt to finished product.



**Run-to-Run Repeatability.** The TruSteel HD® manufacturing process ensures uniformity from one run to the next for consistent appearance and quality.



**Speed.** SDI understands the benefit of speed. TruSteel HD® is no different. We will provide high-definition digital print products quickly and to your specifications.



**High Performance.** SDI controls the entire process — steelmaking, painting, coating, printing — so you have the confidence and peace of mind that your projects will be done the right way, from start to finish.



**Cost Effective.** One of the biggest advantages SDI offers is supply chain efficiency. We can streamline your supply chain, helping you reduce your costs and provide greater value to your customers.



**Durability.** SDI's steel sheet is built to last, and with TruSteel HD®, you can have the beauty of wood and other finishes — with less maintenance.

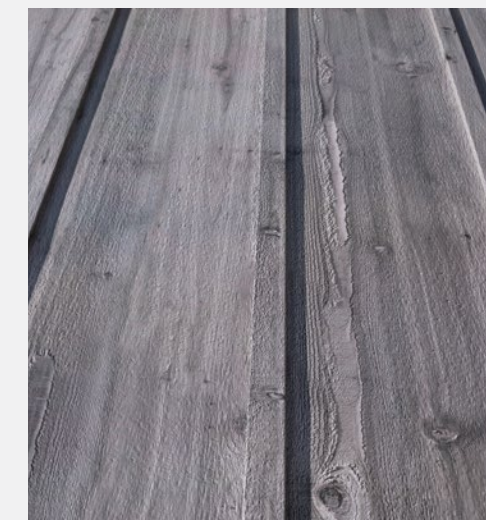
- Termite & insect resistant
- Highly scratch resistant
- Will not rot, warp, or swell
- Fire retardant



## Intentionally Sustainable

Steel substrate for Tru-Steel HD® is made and melted at SDI's Butler Division with 93% recycled content using electric arc furnace (EAF) technology. This can enhance your potential to attain LEED credits and certification.

- Faux wood steel products eliminate the destruction of our natural resources.
- At the end of the useful life, these products can easily be recycled — it's a full circle.



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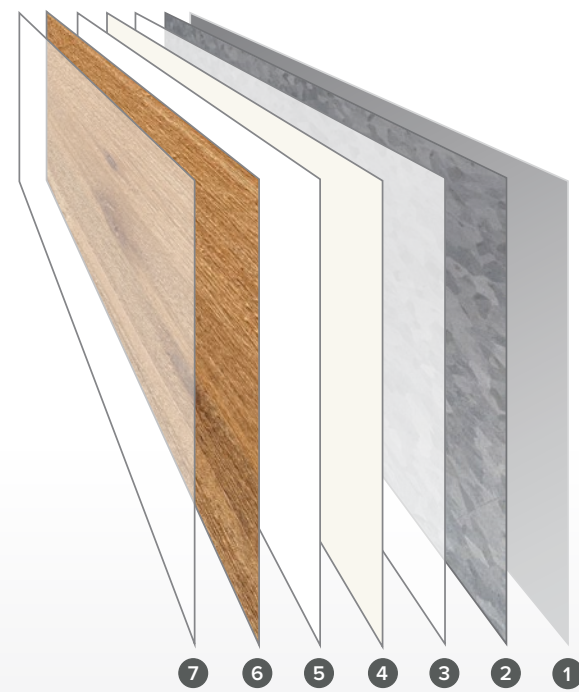


## How TruSteel HD® Works.

TruSteel HD® is the first high-definition steel printing technology in North America. This exciting new process is brought to you first by Steel Dynamics.

True to our reputation for delivering revolutionary products, we've developed a product and process like no other. TruSteel HD® combines the durability of a solvent-free protective clear coat, at a cost reflective of our superior supply chain efficiency. This proprietary product offers unlimited uses while remaining green for the environment and cost-effective for our customers.

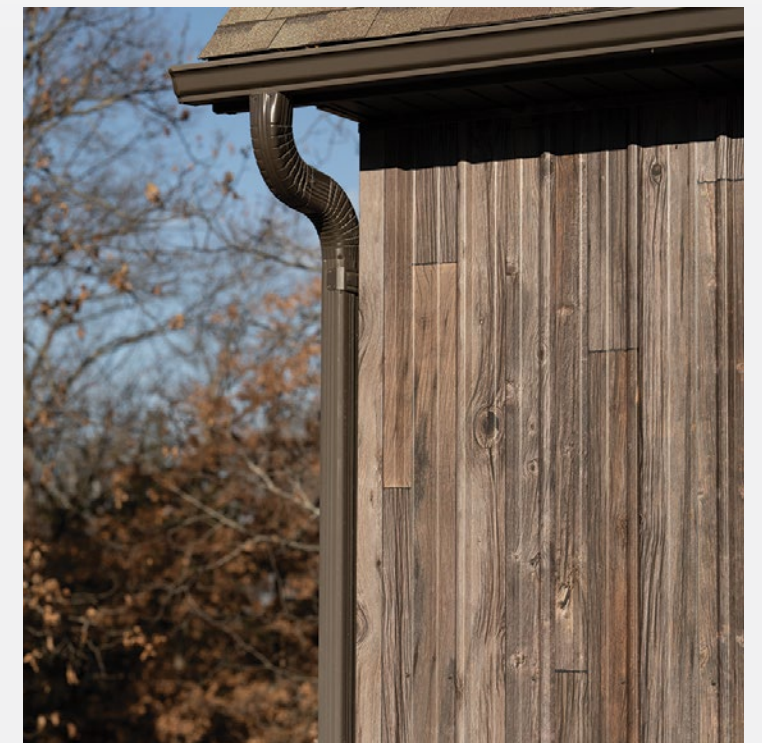
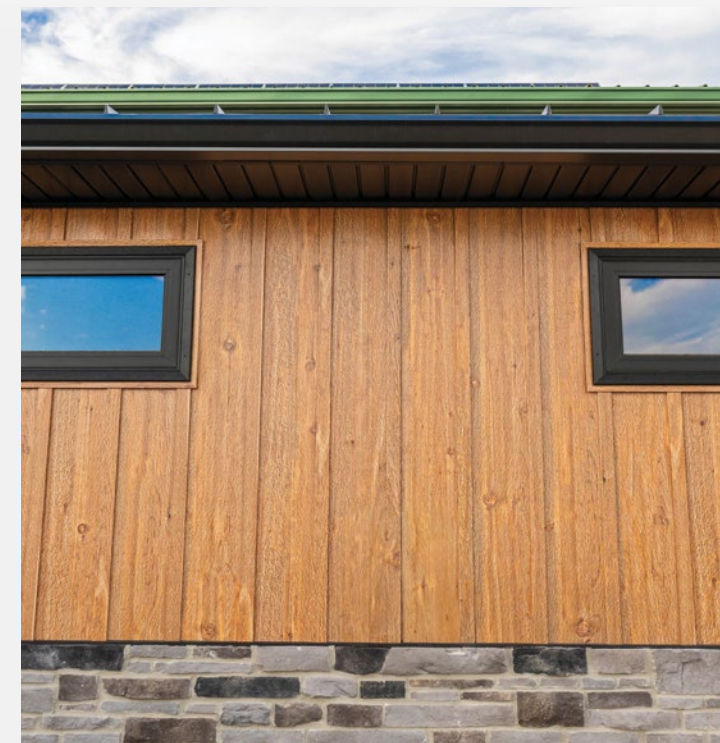
- ① Cold Rolled Steel Base
- ② Galvanized/Galvalume® Coating
- ③ Pretreatment
- ④ Primer Coat
- ⑤ Top Coat
- ⑥ High Definition Image
- ⑦ Solvent-Free Protective Clear Coat



## Let Your Imagination Soar.

Where and how you use TruSteel HD® printing technology is up to you. It's ideal for garage doors, appliances, and both interior and exterior designs. TruSteel HD® gives product designers and architects an exciting new material to consider for nearly any application. The possibilities are limitless.

- Garage Doors
- Exterior Residential Siding
- Building Panels
- Office Furniture
- Appliances
- Interior Walls, Ceilings, and Trim
- Anything Construction

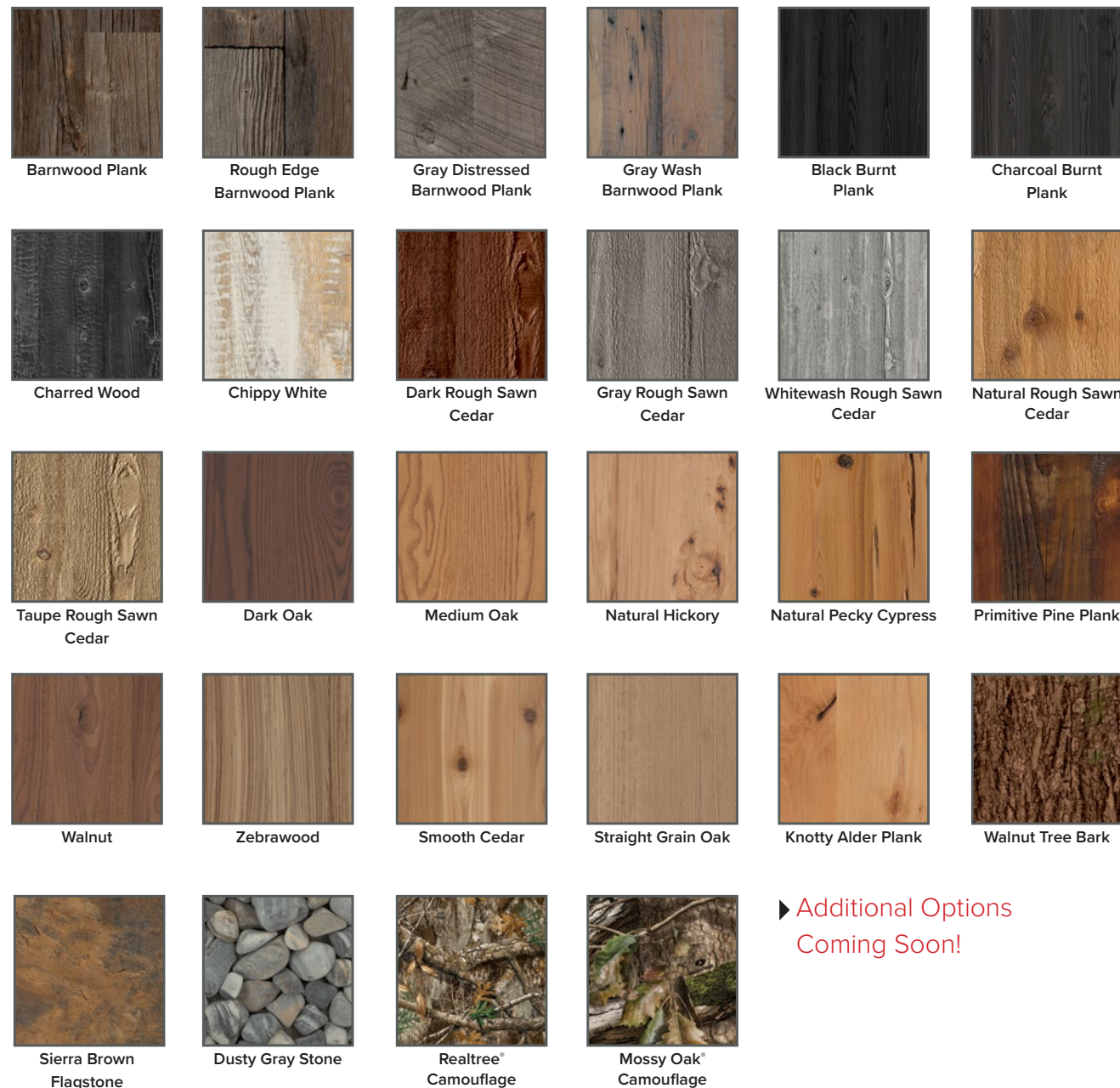




# TruSteel HD® Standard Patterns and Finishes.

TruSteel HD® is available in a variety of patterns, as well as custom looks. Images are original scans of real objects for superior depth and image clarity not offered by any other technology.

Ask about available customization, such as varied-width planks, log designs, or bi-directional grain patterns. Imagine the possibilities!



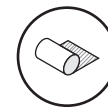
► **Additional Options Coming Soon!**

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Mossy Oak® is a licensed registered trademark of Haas Outdoors, Inc.

# Specifications



**Process.** The SDI TruSteel HD® print line incorporates a digital printer, roll coater, and solvent-free protective clear coat to produce single-sided printed steel with image resolution up to **400 dpi** — that’s 25% more dots per inch than your favorite magazine or as much as four times more than standard newspaper printing.

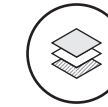


**Digital Print Line Substrate Capability.** All incoming TruSteel HD® substrate is painted by one of SDI’s multiple paint lines, subject to print line capabilities below. Individual product limits are available to reference size & specification capability. This includes cold-rolled based galvanized and Galvalume®. Thickness is specified as substrate only and does not include paint or printed image. All dimensional tolerances are specified in the applicable SDI Substrate Product Limits.

	Gauge	Width	Coil Weight (Entry)	Coil Weight (Exit)	Outside Diameter	Inside Diameter
Min	.015"	36"	5,000	5,000	31"	20"
Max	.030"	60"	60,000	30,000	80"	24"

\* Maximum ordered gauge is .033" nominal.

- Additional substrate property limitations may apply especially at limits of capability.
- Cut edge only.
- Orders that fall outside of specified limits should be inquired.
- The printed side of the strip can be wound on the outside (over wind) or the inside (under wind).
- Cardboard ID cores are available in 20" or 24".

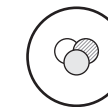


**Base Coat / Ink / Clear-Coat System.** The TruSteel HD® process will specify the base coat system, ink, and clear-coat system for quality control and compatibility.

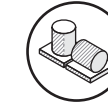
The custom base coat and clear coat systems will be applied in accordance with the dry film thickness specifications developed by Steel Dynamics. Physical performance is based on the total system’s chemistry and substrate choice.



**Coating System Property Control.** All coating system controls and properties are specified by Steel Dynamics. SDI will maintain the film thickness, color standards and physical properties as defined by the approved customer image. SDI will guarantee a gloss range and consistent image from run-to-run.



**Image Appearance and Exit Inspection Operations.** A visual inspection system of the produced image and physical testing of the printed strip will be conducted on each coil at the exit end of the line.



**Packaging.** Finished coils available “eye to the sky” on stackable skids for forklift unloading. Skidded coils will have one OD band, one ID band, and two bands securing the coil to the skid. A paper or VCI rain cap is placed over the sky-facing coil sidewall. Coils can also be provided in “lay down” configuration. Standard banding, OD/ ID edge protection available.



## Barnwood Plank

Iconic, rugged, and coveted for its ability to convey a story of adventure and heroism without uttering a single word, Barnwood Plank is a go-to look for projects that demand the kind of humble authenticity one associates with true American legends. A style that commands attention, Barnwood Plank has a powerful presence and timeworn weathered patina that evokes feelings of warmth, comfort, and respect in all who behold it.

## Rough Edge Barnwood Plank

Embellished with deep grooves and artful lines carved by time, the raw beauty of Rough Edge Barnwood Plank lends a notion of historical significance to a project. A tapestry of faded colors in rich sables, tawny browns, golden honeys, and ash grays enable it to support and accentuate an array of architectural color schemes. Meanwhile, the underlying theme of bold texture unites the overall aesthetic of a project and adds a quiet dignity.





## Gray Distressed Barnwood Plank

Boasting a beauty that reveals something new with each look, Gray Distressed Barnwood Plank is a master study in the power of layering colors and patterns. A sophisticated neutral that is equally capable of grounding a project or serving as an accent, its planks are arranged in an eclectic mix of angles that cause its weathered pinstripes to highlight the concentric circles of knots and nail scars, while forming abstract chevrons.



## Gray Wash Barnwood Plank

Versatility is the name of the game when it comes to the allure of Gray Wash Barnwood Plank. Its aged appearance and muted tones of greige, silver, and blue lend it a level of sophistication that make it appear at home in both modern and traditional designs. Alternating wood grain patterns, interspersed with dark nail scars exude character and tell a story of its enduring strength and endless style.



## Black Burnt Plank

Boasting legendary style and remarkably refined taste, Black Burnt Plank is a genuine statement-maker gifted with the ability to simultaneously bring the heat and amplify the cool in every design it touches. Its sleek wood grain pattern of charcoal pinstripes intermixed with deep ebony knots adds an undercurrent of intrigue that elevates a project's look, as well as the status of all other design elements.

## Charcoal Burnt Plank

Whether serving as a design's foundation or skillfully used as an accent, Charcoal Burnt Plank offers a never-ending feast for the eyes. Its mesmerizing mix of fluid graphic lines, elegant curves, and time-worn knots call to mind the understated beauty of an old Dutch masterwork. Hidden within its depths is an impressive range of colors, from slate blue and dusty rose, to warm metallic undertones such as bronze, copper, and gold.





## Charred Wood

Rich, dark, and remarkably handsome, Charred Wood is the new black. Striking yet understated, it both elevates a project's look, and keeps it firmly grounded in a no-nonsense grayscale palette that complements a spectrum of colors. Its artfully weathered texture is a little bit country, but its mood and style are pure rock-and-roll, making it a show-stopping design choice for both interiors and exteriors.

## Chippy White

A fresh take on farmhouse style, Chippy White provides the ideal patina for projects that require the perfect combination of modern and rustic elements. Its simple and clean aesthetic create a welcoming atmosphere when serving as a design's primary backdrop. When used as an accent, its golden undertones and distinctive wood grains shine through, adding an air of warmth and light to a project.





## Dark Rough Sawn Cedar

Offering a wealth of rich sable color and a tangibly dense wood grain pattern, Dark Rough Sawn Cedar has a notably traditional and western sensibility. The perfect choice for projects that require an authentic rustic aesthetic, this color is ideal for both interiors and exteriors, whether used as an accent or as the main attraction. Its raw natural beauty and traditional character bring gravity, strength, and a graceful elegance to designs.

## Gray Rough Sawn Cedar

A modern twist on a rustic beauty, Gray Rough Sawn Cedar boasts the simple yet highly detailed texture of traditional cedar enriched by a cool, multi-tonal gray that ushers it into the 21st century and beyond. At home in an industrial setting, as well as environments inspired by the modern farmhouse movement, this color has the ability to add sophistication to a black and white color palette, tone down radiant colors, or establish a monochromatic urban Zen aesthetic.





## Whitewash Rough Sawn Cedar

Light, bright, and visually inviting, Whitewash Rough Sawn Cedar is a wood grain that offers endless versatility. A look that can add a touch of relaxed luxury to a modern coastal setting or a lofty air of serenity to a cathedral ceiling, its chameleon-like style enables it to blend beautifully into the background or serve as the main attraction. Its rough-appearing texture is rendered delicate and subdued by a soft color wash that accentuates its extraordinary character.

## Natural Rough Sawn Cedar

Earthy and rustic with an Old World European flair, Natural Rough Sawn Cedar complements a wide variety of mixed materials, from stone, concrete and brick, to glass, steel, and more. Its intriguing and rough-appearing texture and exquisite pattern of dark knots and multi-toned golden wood grains give it an organic sensibility and innate beauty that bring an inviting aura and Provencal charm to both contemporary and traditional projects.





## Taupe Rough Sawn Cedar

Featuring a striking texture that lends strength and character to a project's aesthetic, Taupe Rough Sawn Cedar is a natural choice for designs that require a beauty that is utterly rugged yet warm and inviting.

Crags of rich vanilla taupe with golden undertones tell a story of enduring resilience, while an occasional knot brings eye-catching contrast through graceful curves in muted shades of red and ebony.



## Dark Oak

A fresh take on a traditional favorite, Dark Oak provides your project with a rich depth of color that grounds the design and makes a bold style statement. Its enchanting warmth and soft luster foster equal measures of relaxation and confidence. When featured as a contrasting accent, it provides a touch of mid-century modern glamour. When serving as a focal point, it declares an affinity for pure luxury.



## Medium Oak

Neither too dark, nor too light, Medium Oak strikes a color chord that is just right. Possessing a handsome and subdued wood grain, this iconic American standard evokes a quiet strength capable of supporting both minimalist and maximalist design styles. A timeless choice, Medium Oak's delicately contrasted blend of light and dark characteristics enable those wielding its chameleon-like powers to play up either quality.

## Natural Hickory

A color inspired by one of the oldest trees native to the United States, Natural Hickory provides a classic American look that conveys strength, straightforward style, and enduring beauty. The clean lines of its wood grain, coupled with a well-balanced series of dark oval knots, brings a polished texture to projects that expresses honesty and integrity. Natural Hickory's truly neutral tone enables it to pair well with almost any color, whether warm or cool.



A close-up photograph of a wooden plank with a warm, golden-brown hue. The wood grain is straight and consistent. A prominent dark knot is visible in the upper left quadrant, and a vertical crack runs down the center of the plank. The lighting is soft, highlighting the texture of the wood.

## Natural Pecky Cypress

Projects requiring a distinctive look will find their champion in Natural Pecky Cypress. Featuring an extraordinary wood grain with a unique pattern of straight lines and dark, honey-hued pockets of color, Natural Pecky Cypress makes a bold style statement that is at once arresting and memorable. Its medium golden tone promotes a casual warmth and contemporary sensibility that complements a spectrum of colors, materials, and textiles.

A close-up photograph of a dark, richly grained wooden plank. The wood has a deep, almost blackish-brown color with intricate, swirling patterns and a rough, weathered texture. A large, prominent knot is visible on the right side, showing the concentric growth rings of the wood. The lighting is dramatic, creating strong highlights and deep shadows that emphasize the wood's natural imperfections.

## Primitive Pine Plank

Featuring deep russet tones of copper, bronze, gold, and amber, Primitive Pine Plank brings a beauty to projects that is both refined and rustic, conveying an unwavering strength and tangible warmth. Its counterbalance of rough-hewn and fine wood grains, interspersed with knots, burls, and graceful V-shaped curves add visual interest through exquisite textures, making it a great choice for designs with traditional or historic influences.



## Walnut

Timeless, decadently rich, and extraordinarily beautiful, Walnut is an alluring dark wood style that elevates the overall look of a project. Its cosmopolitan sensibility and remarkable versatility make it an ideal choice for a variety of design and architectural expressions, from traditional to modern. Used as the centerpiece for a project it conveys a heady mixture of confidence and daring. As an accent it provides texture, depth, and unwavering support.

## Zebra Wood

An exotic decorative wood coveted for centuries by master craftsmen, Zebra Wood boasts an enchanting selection of stripes in alternating shades of brown, taupe and coffee colors. Known as the go-to choice for those looking to bring an element of luxury and excitement to their projects, its tonal palette and geometric pattern make Zebra Wood a versatile option capable of complementing both classic and contemporary designs.



The image is a close-up photograph of two different wood textures. The left side shows a smooth cedar wood with a warm, golden-brown hue and prominent, vertically oriented grain patterns. Two large, dark, circular knots are visible, one near the top and one near the bottom. The right side shows a straight grain oak wood with a similar warm, golden-brown hue but with a much finer, more uniform vertical grain pattern. The overall lighting is soft and even, highlighting the natural textures and colors of the wood.

## Smooth Cedar

Visually stunning and able to take center stage in a design without taking over, the natural beauty of Smooth Cedar brings an incandescent glow to any setting, be it interior or exterior. As a primarily neutral color, Smooth Cedar boasts amazing versatility, making it ideal for grand scale projects. And yet, its golden undertones add a level of warmth and refinement that support its use in more intimate and sophisticated environs.

## Straight Grain Oak

The design equivalent of the strong, silent type, Straight Grain Oak brings an unprecedented level of versatility to every project, thanks to its polished and pristine linear grain pattern that complements an impressive range of styles. Its broad spectrum of light and dark shades of taupe, interspersed with contrasting sienna hues make it the undisputed champion of neutrals.





## Knotty Alder Plank

The exceptional variety of knots and luminous natural golden glow inherent in the wood grains of Knotty Alder Plank make it a true symbol of rustic American style. Beloved by pioneers, as well as famed architects of mid-century modern design, its appeal is timeless. A symbol of strength, confidence and a can-do spirit, Knotty Alder Plank features a bold look that commands attention and admiration.

## Walnut Tree Bark

Long revered as one of the most elegant and treasured hardwoods native to North America, the deep dark fissures and luxurious cocoa colors of Walnut Tree Bark provide a stately grandeur for projects that aspire to project authentic American style. A light dappling of moss in shades of green ranging from olive to emerald adds softness to its rugged texture, and makes it a versatile neutral that works beautifully with both cool and warm tones.



A close-up photograph of a natural rock surface with a complex, layered texture. The colors range from light tan and beige to deep, dark brown and almost black tones, creating a topographical map-like appearance. The surface is uneven with small cracks and variations in grain.

## Sierra Brown Flagstone

Upon seeing the magnificent natural beauty of Sierra Brown Flagstone, it's tempting to think one is actually beholding a topographical map of the Sierra Mountains. Within this elegant design, artful layers of sandy brown, taupe, gold and ebony come together in an array of time-worn textures that dazzle the eyes and stir the soul. A true statement-maker, Sierra Brown Flagstone brings a quiet grandeur to projects.

A collection of smooth, rounded river stones in various shades of gray, from light taupe and off-white to dark charcoal and black. The stones are densely packed and have a slightly glossy, weathered appearance.

## Dusty Gray Stone

The bold and rugged beauty of Dusty Gray Stone tells a story of uncompromising strength, bringing a weighty gravitas to any project. Distinctive yet subtle mineral striations of grey, taupe, ivory, and sienna add style and color to its stoic personality, while variations in rock sizes, shapes, and textures heighten visual interest and give it an edge that makes it suitable for both classic and modern designs.





# Realtree® Camouflage

Inherent in the idea of camouflage is the notion of blending in, and yet everything about the style of Realtree® Camouflage is simply outstanding. From the artful mix of fall leaves and sprigs of evergreens, to the perfect blend of lichen dappled bark, exposed wood grain and overlapping branches, Realtree® Camouflage holds nothing back in creating a color-rich scene in which a world of beauty is hidden. Ideal for a wealth of applications, this eclectic print can be used to hide or highlight a project's form, function, and design.

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# Mossy Oak® Camouflage

America's vast natural lowlands with their richly hued hardwood meadows serve as the inspiration for Mossy Oak® Camouflage. A print as refreshing as a walk in the woods, Mossy Oak® Camouflage features an impressive selection of the most beloved oak species in North America. Dappled sunlight plays up the graceful grey-green mosses peeking out from among the leaves and twigs in this captivating pattern that brings authentic natural beauty to both interior and exterior projects.

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**TruSteel HD**<sup>®</sup>  
SDI  *You Can See The Difference.*



Butler Division  
Butler, Indiana

Tru-Steel HD<sup>®</sup> Design Center  
Fort Wayne, Indiana



[Tru-SteelHD.com](https://Tru-SteelHD.com)